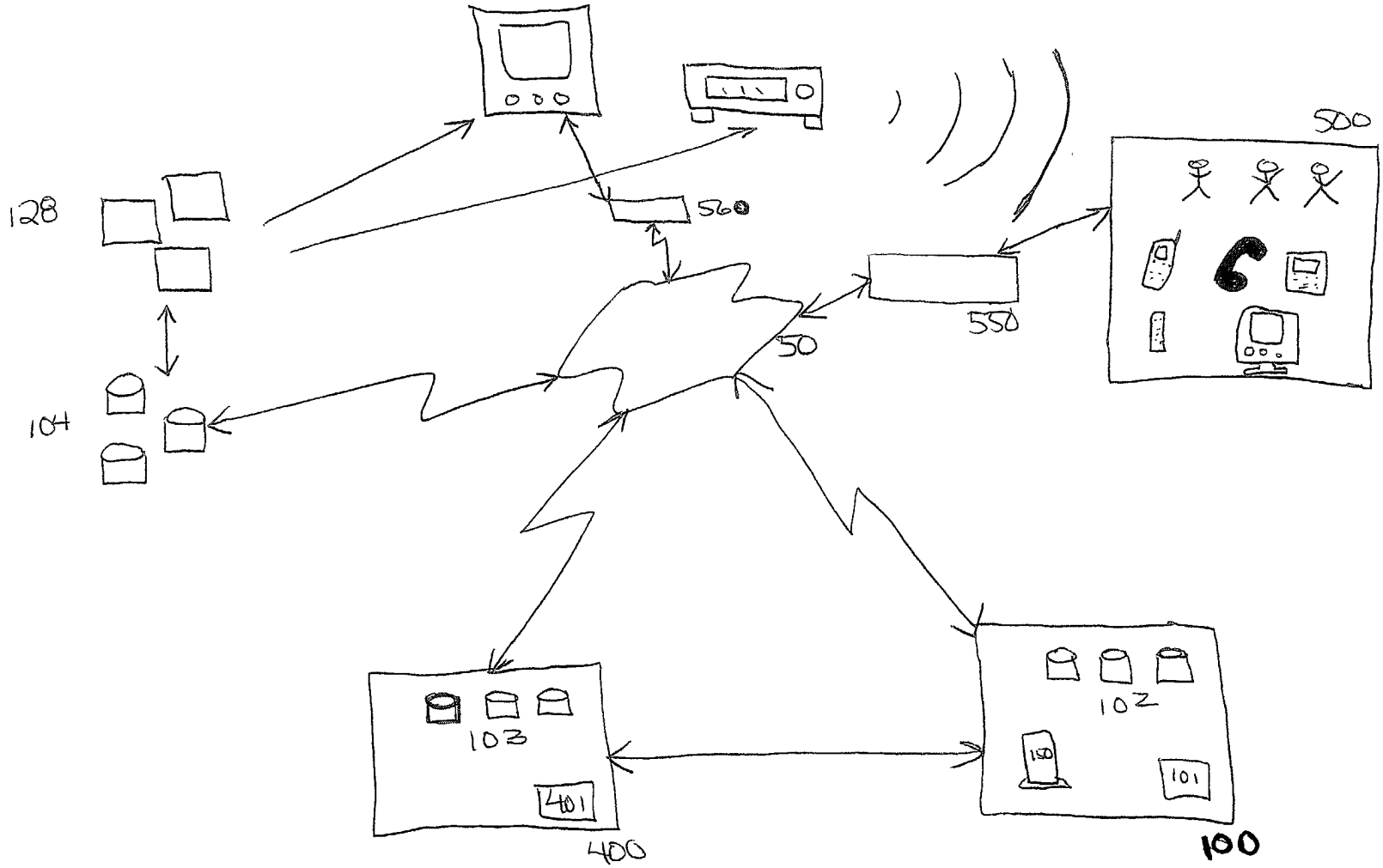
FIGURE 1A



Interactive TV/Radio

You have the opportunity to personalize your Interactive TV/Radio service. By providing the information below, we will create a personal service just for you.

Zip code
Birth Year
How do you preferred to be contacted?
Email ☑ Phone ☐
What device do you use most frequently for Interactive TV/Radio?
Phone ☐ PDA ☐ Remote ☐ PC ☐
What is the speed of your PC Internet connection?
Low ☐ High ☐
What is your preferred PC multimedia player?
RealPlayer ☐ Windows Media ☐

Content Preferences:
Coupons ☐ Contests ☐ Promotions ☐

20040154500.0704

FIGURE 1B

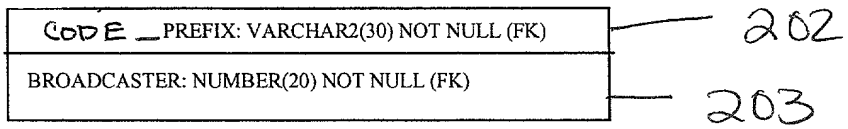


FIGURE 2

Page 2 of 5 Exhibit 1

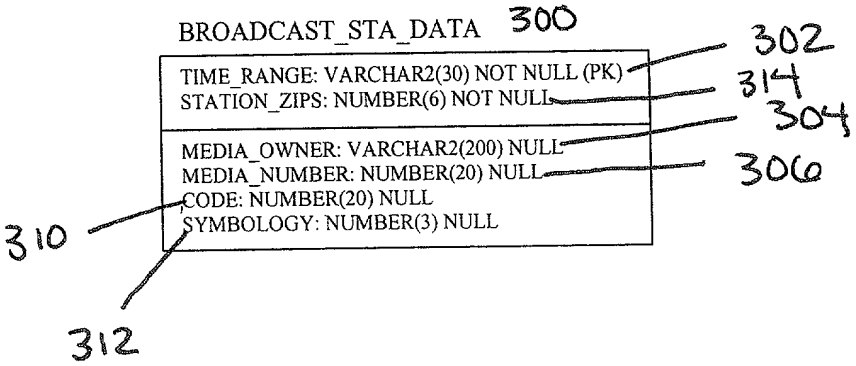


FIGURE 3

Docket No. 50277-2350

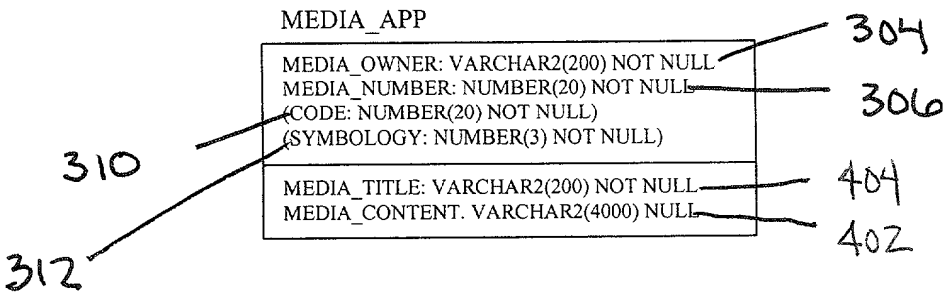


FIGURE 4A

Express Mail No. EV 354750852

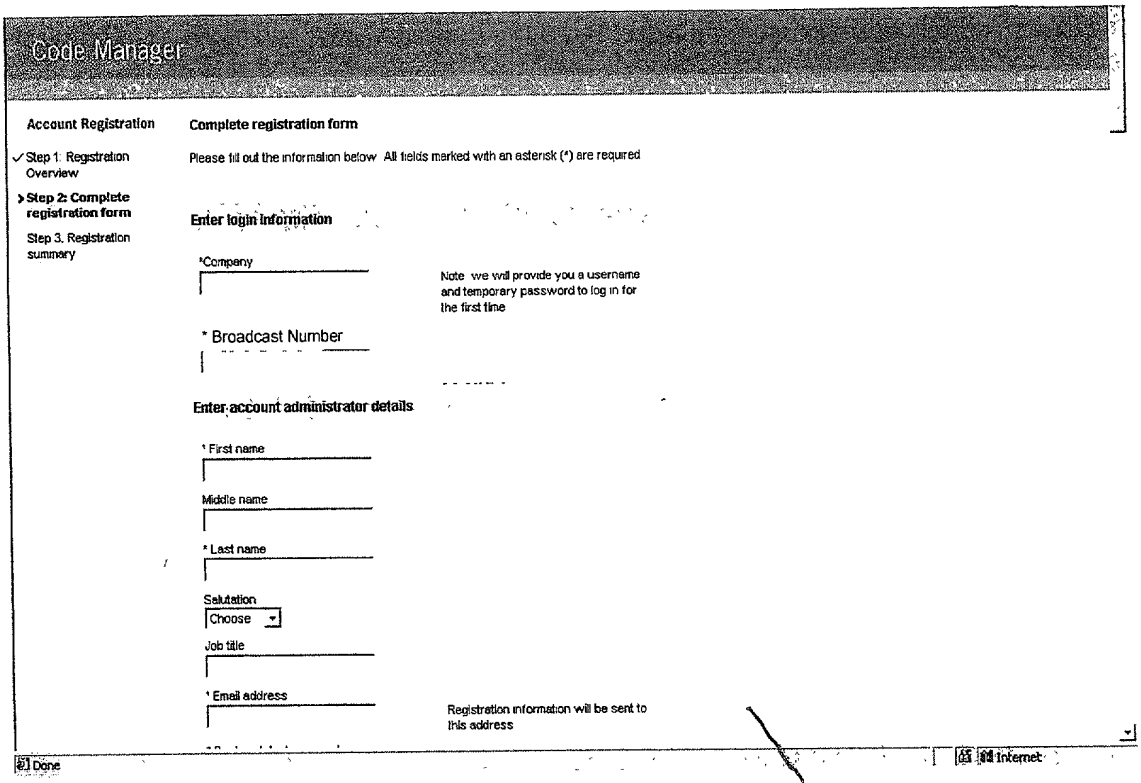

Code Manager
Account Registration
Step 1: Registration Overview
Step 2: Complete registration form
Step 3. Registration summary
Complete registration form
Please fill out the information below. All fields marked with an asterisk (*) are required.
Enter login information
*Company
Note: we will provide you a username and temporary password to log in for the first time
* Broadcast Number
Enter account administrator details
* First name
Middle name
* Last name
Salutation
Choose
Job title
* Email address
Registration information will be sent to this address
Done
Internet
450

FIGURE 4B

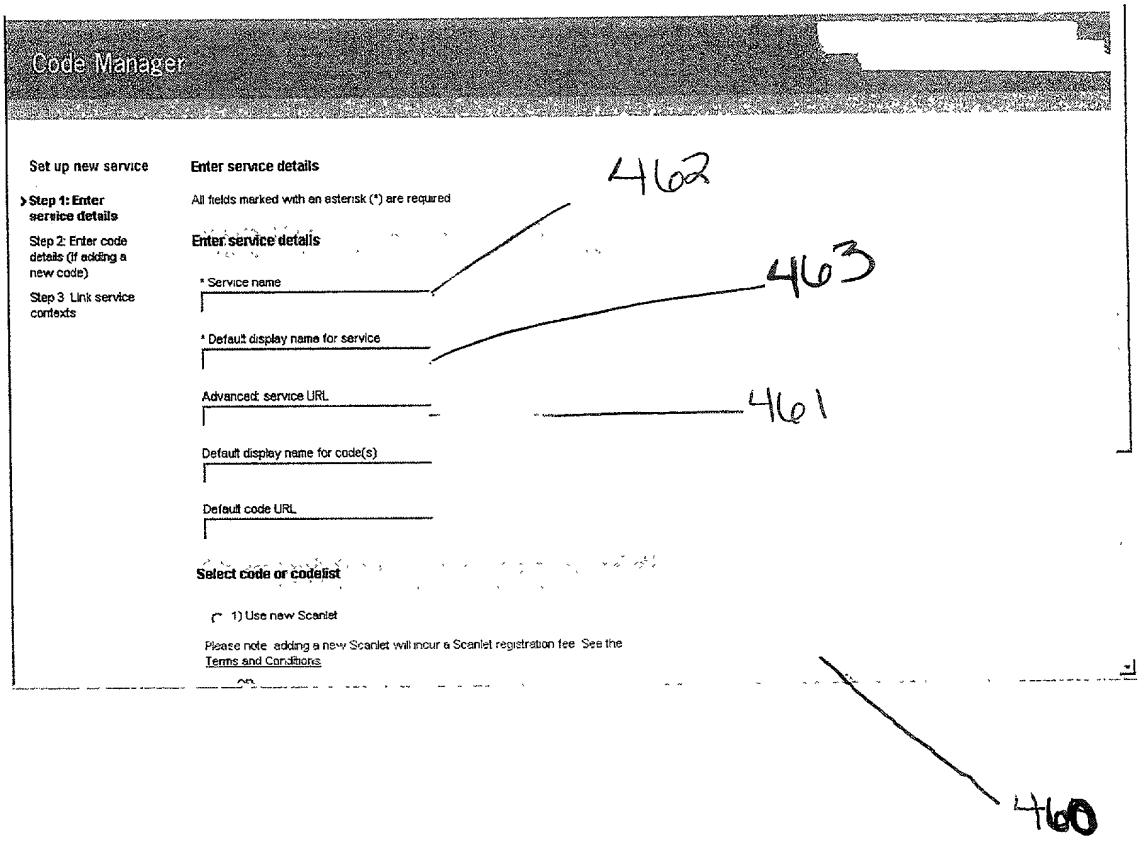

Code Manager
Set up new service
Step 1: Enter service details
Step 2: Enter code details (if adding a new code)
Step 3 Link service contexts
Enter service details
All fields marked with an asterisk (*) are required
Enter service details
* Service name
* Default display name for service
Advanced: service URL
Default display name for code(s)
Default code URL
Select code or codelist
1) Use new Scanlet
Please note adding a new Scanlet will incur a Scanlet registration fee See the Terms and Conditions
462
463
461
460

FIGURE 4C

Figure 5A

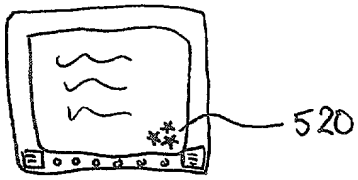


Figure 5B

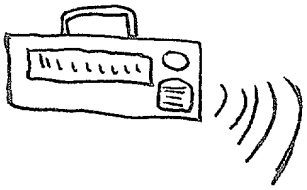


Figure 5I

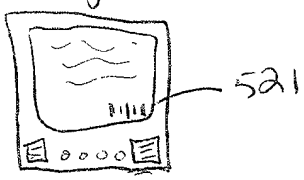


Figure 5C

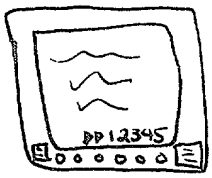


Figure 5D

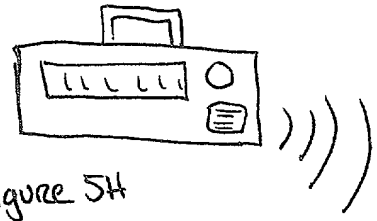


Figure 5H

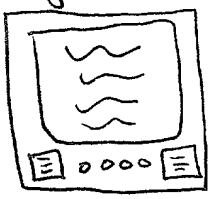


Figure 5E

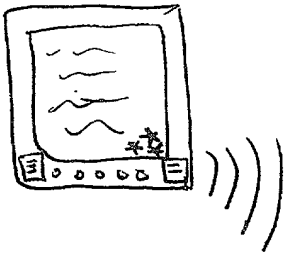


Figure 5F

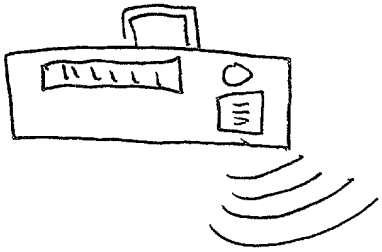
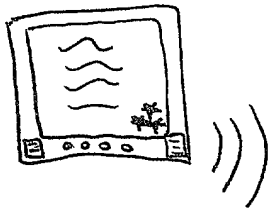


Figure 5G



Attorney Docket No.: 04576.0004

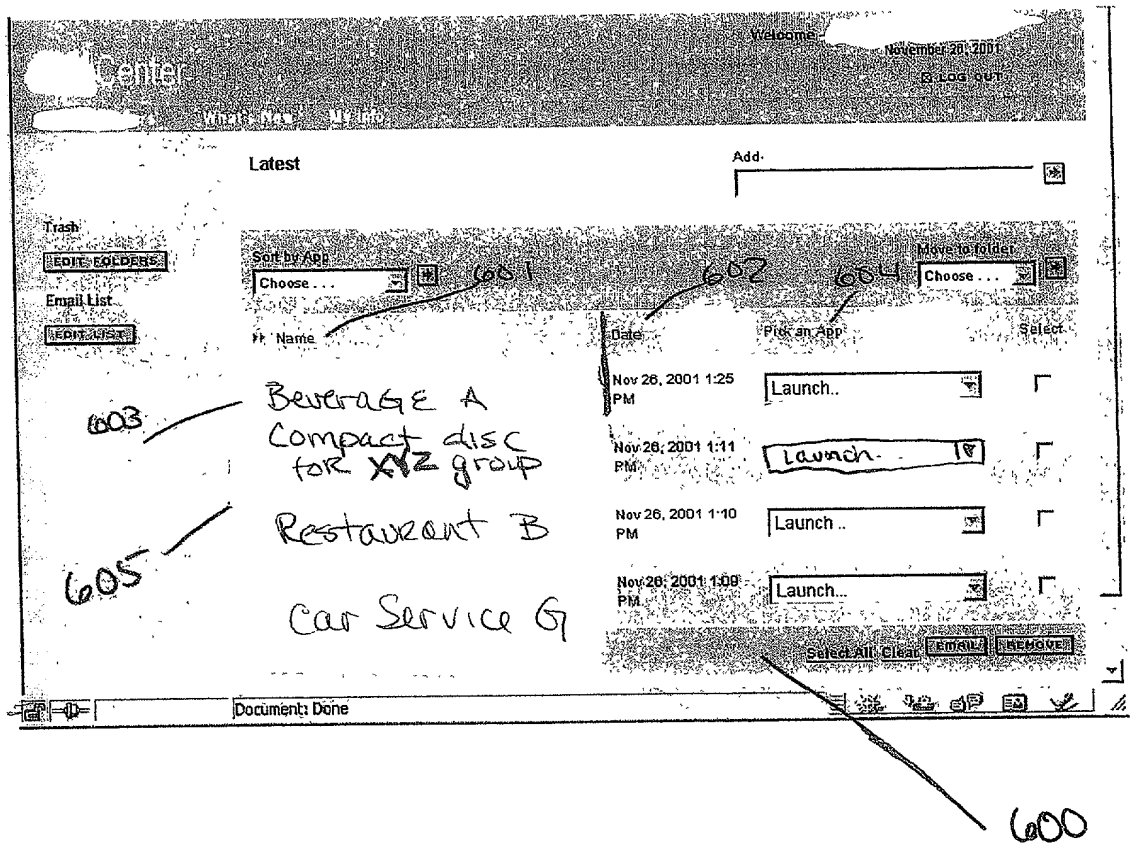


FIGURE 6A

FIGURE 6B

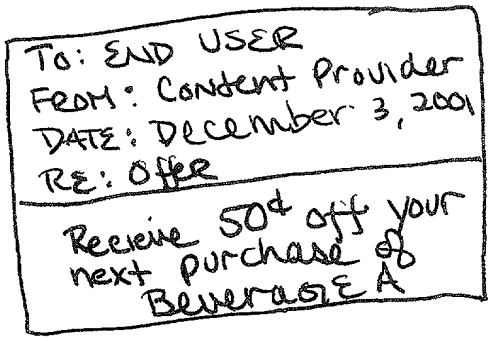
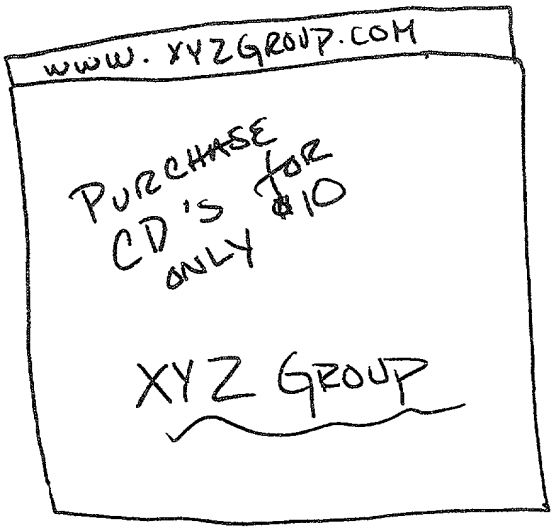


FIGURE 6C



EP 0 954 150 A2

EP 0 845 150 B1

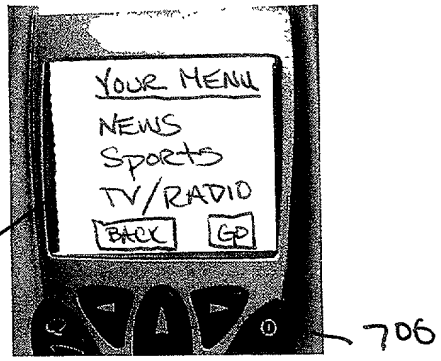


Figure 7A

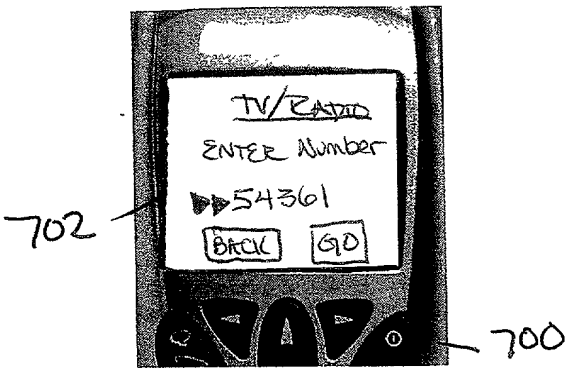


Figure 7B

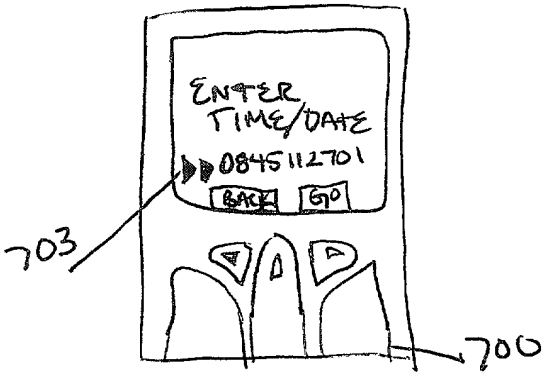


Figure 7C

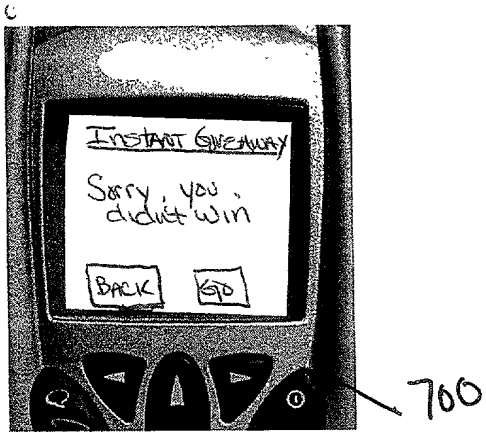


Figure 7D

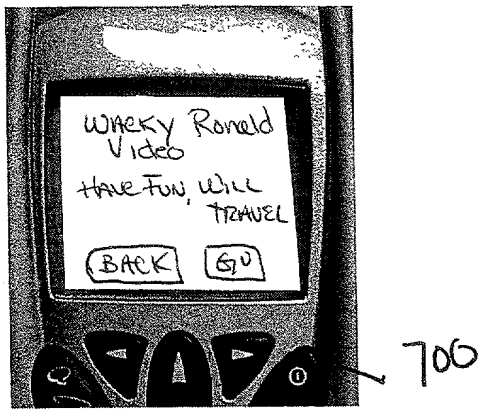


Figure 7E

EDGE7545.0145.US

20040054560.0.1

TO: MEDIA OWNER
FROM: SERVICE PROVIDER
RE: LATEST STATISTICS

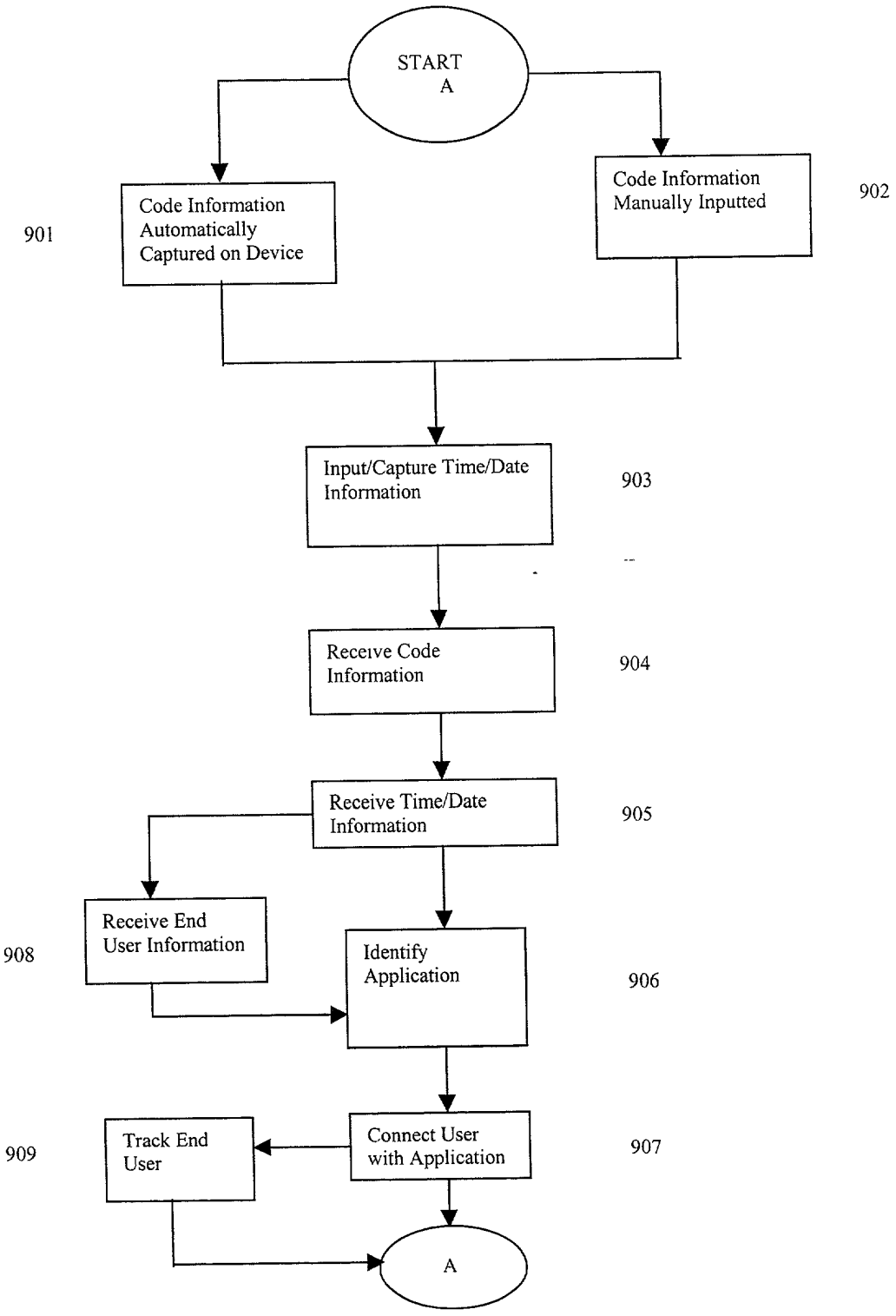
100 users expressed interest in your advertisement (I.D. # 12345)

50 of these users were from the north eastern region of the U.S.

10 of these users employed a wireless scanning device to obtain and submit codes

Figure 8

FIGURE 9


START
A
Code Information Automatically Captured on Device
901
Code Information Manually Inputted
902
Input/Capture Time/Date Information
903
Receive Code Information
904
Receive Time/Date Information
905
Receive End User Information
908
Identify Application
906
Track End User
909
Connect User with Application
907
A